CLAIMS

1. A system for expediting transactions necessary to acquire goods/services from a provider, wherein additional information, including directions from a current location to a provider location, related to the goods/services is available from an information source related to a program provided in a programming signal, comprising:

a receiver for receiving a programming signal and an address associated with a provider of additional information related to a program provided in the programming signal;

an access controller, operable connected to the receiver, for decoding the address;

a user interface for entering user commands to access the additional information;

a communications unit for establishing a link, upon the user command, with the provider; and

a MOTES interface device which expedites the acquiring of goods/services by the user from the provider.

2. The system of claim 1, wherein the system further comprises a location determination unit for determining a current location of the receiver, and wherein a direction determination device uses the current location to determine directions to a destination location.

3. The system of claim 1, wherein the programming signal is at least one selected from the group consisting of: a radio broadcast signal and a television broadcast signal.

4. The system of claim 1, wherein the programming signal comprises at least one selected from the group consisting of: an audio signal, a video signal, and a combined audio and video signal.

5. The system of claim 1, wherein the system further comprises a storage device selected from the group consisting of: a digital versatile disc, a compact disc, a video tape, a magnetic tape, a hard disc drive, an optical storage device, a magnetic storage device, a portable non-volatile memory device, a continuously powered volatile memory device, a memory card, a remote database, and a local database.

6. The system of claim 5, wherein the storage device stores the programming signal.

7. The system of claim 5, wherein the storage devices stores user information utilized to expedite the acquiring of goods/services by the user from the provider.

8. The system of claim 7, wherein the user information further comprises at least one incidence of information selected from the group consisting of: user identification information, payment information, location information, preferences, and delivery information.

9. The system of claim 7, wherein the user information is communicated to the provider prior to arrival of the user at a destination location.

10. The system of claim 7, wherein the user information is communicated to the provider at the time of arrival of the user at a destination location.

11. The system of claim 7, wherein the user information is communicated to the provider electronically.

12. The system of claim 7, wherein the user information is communicated to the provider verbally.

13. The system of claim 8, whereupon arrival of the user at a destination location, the user has completed any transactional requirements and is ready to receive the goods/services.

14. The system of claim 8, where upon arrival of the user at a destination location, the user information is communicated to the provider via a wireless signal.

15. The system of claim 14, wherein the wireless signal further comprises a MOTES signal.

16. The system of claim 1, wherein the programming signal is received via at least one transmission medium selected from the group consisting of: satellite broadcast, television broadcast, cable, the Internet, public network, private network, wireless telecommunications link, wireless network, and a radio frequency broadcast.

17. The system of claim 16, wherein the programming signal is encrypted.

18. The system of claim 1, wherein the programming signal contains an audio program and the system further comprises at least one speaker for presenting the audio program.

19. The system of claim 1, wherein the programming signal contains a video program and the system further comprises a video monitor for presenting the video program.

20. The system of claim 1, wherein the address is embedded in the programming signal.

21. The system of claim 1, wherein the address is transmitted separately from the programming signal.

22. The system of claim 1, wherein the address is associated with an online information provider.

23. The system of claim 1, wherein the address is associated with an information source accessible by a network selected from the group consisting of: Internet, Intranet, private network, and a point-to-point network.

24. The system of claim 1, wherein the system further comprises:

an address extractor, in communications with the receiver, which extracts the address from the programming signal; and

an indicator signal generator, which upon receipt of the address generates an indicator signal.

25. The system of claim 1, wherein the address is a database file designator.

26. The system of claim 2, wherein the location determination unit further comprises a GPS receiver which receives GPS satellite signals and determines the current location of the user.

27. The system of claim 2, wherein the location determination unit utilizes measurements accomplished via at least one methodology selected from the group consisting of: differential GPS, a street address, an intersection, a latitude and longitude, and a measurement of time, distance and direction from a known location.

28. The system of claim 1, wherein the user interface further comprises at least one device selected from the group consisting of: a HUD unit, voice command recognition device, a keypad, a video monitor, a speaker, a computing device, a voice activated trigger, and a printer

29. The system of claim 1, wherein the additional information includes a menu of options provided by the provider and available for selection by the user.

30. The system of claim 29, wherein the user selects an option via the user interface device.

31. The system of claim 29, wherein the user specifies a good/service not provided on the menu of options, via the user interface device, to the provider.

32. The system of claim 1, wherein the provider is co-located at a destination location.

33. The system of claim 1, wherein the provider is remote to a destination location and the provider receives an order from the user for at least one good/service and communicates the order to an affiliate at the destination location for fulfilling.

34. The system of claim 33, wherein the order is received from the customer by the provider over an Internet link.

35. A method of expediting a provisioning of goods/services to a user at a destination location related to an address provided in a programming signal, in response to a user request to receive the goods/services upon receiving an indication in the programming signal that the additional information pertaining to the goods/services are available, comprising:

receiving additional information in which a user has indicated an interest, wherein the additional information relates to an address related to a program provided in a programming signal;

presenting the additional information to the user;

receiving a selection by the user of at least one good/service provided by a provider related to the additional information;

accessing an identifier for the user;

determining a current location of a user receiving the additional information;

communicating the current location, the selection, and the identifier to the provider;

receiving an identification of a destination location associated with the address from the provider; and

providing an identification of the destination location to the user;

whereupon arriving at the destination location, the user identifier is verified and the user is provided with the good/service selected by the user on an expedited basis.

36. The method of claim 35, wherein the programming signal is at least one selected from the group consisting of: a radio broadcast signal and a television broadcast signal.

37. The method of claim 35, wherein the programming signal comprises at least one signal selected from the group consisting of: an audio signal, a video signal, and a combined audio and video signal.

38. The method of claim 35, wherein the additional information is received upon the user indicating an interest in an address related to the program and the method further comprises the steps of:

receiving the programming signal;

receiving an address related to a program provided in the programming signal;

generating an indication to the user that the additional information is available;

receiving a command from the user to obtain the additional information; and

establishing a communications link with the provider of the additional information.

39. The method of claim 38, wherein the address is embedded in the programming signal and the method further comprises extracting the address from the programming signal.

40. The method of claim 38, wherein the address is received independently of the programming signal.

41. The method of claim 35, wherein the programming signal is a satellite signal.

42. The method of claim 35, wherein the address further comprises an address associated with at least one network selected from the group consisting of: an Intranet, a private network, and a point-to-point connection.

43. The method of claim 35, wherein the programming signal is a previously recorded signal.

44. The method of claim 35, wherein the address further comprises an Internet address.

45. The method of claim 44, wherein the Internet address is accessed via at least one of a private network and a public network.

46. The method of claim 44, wherein the Internet address is accessed via an Internet portal and the additional information is a web page hosted by an Internet service provider at the Internet address.

47. The method of claim 35, wherein the additional information is presented to the user in at least one format selected from the group consisting of: an audio format, a video format, a graphical format, and a multimedia format.

48. The method of claim 35, wherein the selection by the user of at least one good/service provided by a provider related to the additional information is received via a user interface device.

49. The method of claim 35, wherein the identifier of the user is accessed from a data storage device selected from the group consisting of: a digital versatile disc, a compact disc, a video tape, a magnetic tape, a hard disc drive, an optical storage device, a magnetic storage device, a portable non-volatile memory device, a continuously powered volatile memory device, a memory card, a remote database, and a local database.

50. The method of claim 35, wherein the identifier of the user further comprises at least one incidence of information selected from the group consisting of: user identification information, payment information, location information, user preferences, and delivery information.

51. The method of claim 35, wherein the programming signal is stored in a data storage device and the method further comprises retrieving the programming signal from the data storage device and presenting the programming signal to the user.

52. The method of claim 35, wherein the additional information is stored in and received from a data storage device.

53. The method of claim 35, wherein the additional information is received via at least one device selected from the group consisting of: a personal data assistant, a cellular telephone, a

wireless telecommunications device, a Palm device, a wired telecommunications device, a radio, a computer workstation, a set top box, a television, and a receiver of a broadcast signal.

54. The method of claim 53, wherein the device further comprises at least one of a display screen, a speaker, and a headset on which the additional information is presented to the user.

55. The method of claim 53, wherein the device is located in an automobile.

56. The method of claim 53, wherein the device is a hand held device.

57. The method of claim 35, wherein the step of determining the current location of the user is accomplished using at least one location determination methodology selected from the group consisting of: Global Positioning System, distance measuring equipment, time and frequency based changes in signals, Loran, radio frequency triangulation, intersection of radio signals with radials, and 911 based location identifications.

58. The method of claim 35, wherein the step of determining the current location of the user further comprises:

receiving Global Positioning Satellite (GPS) signals; and

determining the current location of the user based upon the GPS signals.

59. The method of claim 58, wherein the step of determining a current location of the user based upon the GPS signals further comprises the steps of:

receiving a differential GPS signal; and

utilizing the differential GPS signal in conjunction with the GPS signal to determine the current location of the user.

60. The method of claim 35, wherein the step of communicating the current location, the selection, and the identifier to the provider is accomplished via a communications medium selected from the group consisting of: a wireless telecommunications system, a cellular telephone network, the Internet, a private network, a public network, a point-to-point network, and a wired telecommunications system.

61. The method of claim 35, wherein the step of receiving an identification of a destination location associated with the address further comprises:

obtaining a listing of at least one destination location;

comparing the listing of the at least one destination location against the current location of the user; and

identifying from the listing a destination location closest to the current location of the user.

62. The method of claim 61, wherein the step of identifying a destination location closest to the current location of the user is based upon at least one determination selected from the group consisting of: a determination based upon distance, a determination based upon commute time, a determination based upon route, and a determination based upon a time of day.

63. The method of claim 62, wherein the determination based upon a time of day further comprises a consideration of at least one time variable selected from a group consisting of: a departure time, an arrival time, and a return time for the user.

64. The method of claim 61, wherein the method further comprises the step of:

pre-identifying areas within which locations are to be excluded from consideration;

eliminating from the listing of destinations those locations within areas pre-identified;

comparing those locations remaining in the listing after the step of eliminating has been accomplished against the current location; and

identifying from the locations remaining a destination closest to the current location.

65. The method of claim 35, wherein the identifier is compatible with a MOTES system which enables the user's identity and payment information to be automatically determined upon arrival of the user at the destination location.

66. The method of claim 35, wherein the method further comprises completing at least one transactional requirement necessary for the user to expeditiously acquire the at least one good/service.

67. The method of claim 66, wherein all the transactional requirements are accomplished prior to the arrival of the user at the destination location.

68. The method of claim 66, wherein at least one transactional requirement is accomplished upon arrival of the user at the destination location.

69. The method of claim 66, wherein at least one transaction requirement is accomplished, at least in part, by providing user information electronically to the provider.

70. The method of claim 66, wherein at least one transaction requirement is accomplished, at least in part, by providing user information verbally to the provider.

71. The method of claim 35, wherein the step of providing an identification of the destination location to the user further comprises providing directions from the current location to the destination location.

72. The method of claim 71, wherein the step of providing directions further comprises the steps of generating a map showing a recommended route from the current location to the destination location.

73. The method of claim 71 , wherein the step of providing directions to the user further comprises:

transmitting the address and the current location to a data processing center;

accessing via a communications link between the data processing center and an online information provider a data file containing a listing of at least one destination location, the data file being identified by the address;

comparing the listing of at least one destination location with the current location to determine a destination location closest to the current location;

providing the destination location identified as closest and the current location to a mapping program, the mapping program determining directions from the destination location to the current location; and

providing the directions determined by the mapping program to the user.

74. The method of claim 73, wherein the directions determined by the mapping program are presented as a map and the method further comprises the step of displaying the directions overlaid on the map on a video display device.

75. The method of claim 35, wherein the method after the steps of providing an identification of the destination location to the user further comprises:

monitoring a location of the user as the user travels from the current location to the destination location;

generating an indicator signal when the user deviates from a direction provided to user, the direction indicating a preferred route from the current location to the destination location;

generating a second set of directions from a new current location to the destination location; and

providing the second set of directions to the user.

76. The method of claim 75, wherein the method further comprises the steps of providing updates to the provider, wherein the updates provide a more accurate estimation of the current location of the user and an estimated time of arrival of the user at the destination location.

77. The method of claim 35, wherein the method further comprises:

accessing a database of locations frequently visited by the user;

selecting a frequently visited location from the database;

determining directions from the destination location to a selected frequently visited location; and

providing the directions to the user

78. A computer readable medium containing instructions for expediting the provisioning of goods/services to a user by a location related to an address provided in a programming signal, in response to a user request to receive such goods/services upon receiving an indication in the programming signal that the additional information pertaining to such goods/services are available, by:

receiving additional information in which a user has indicated an interest, wherein the additional information relates to an address related to a program provided in a programming signal;

presenting the additional information to the user;

receiving a selection by the user of at least one good/service provided by a provider related to the additional information;

accessing an identifier for the user;

determining a current location of a user receiving the additional information;

communicating the current location, the selection, and the identifier to the provider;

receiving an identification of a destination location associated with the address from the provider; and

providing an identification of the destination location to the user;

whereupon arriving at the destination location, the user identifier is verified and the user is provided with the good/service selected by the user on an expedited basis via a MOTES system.

79. A system for providing goods/services to a user on an expedited basis upon reception of a programming signal and an address identifying additional information related to a program in the programming signal, and determining directions from a current location of the user to a destination location, wherein the destination location is affiliated with a provider of the additional information, comprising:

a user system;

a provider system;

a programming transmission system;

a position determination system;

a communications system connecting the user system with the provider system; and

a transaction processing system;

whereupon receipt of a programming signal containing a program, an address identifying a provider of additional information related to the program, and a command to retrieve the additional information by a user, the user system establishes a communications link with the provider, obtains the additional information, presents the additional information to the user and upon a further request by the user to acquire goods/services provided by the provider accesses the transaction processing system and expedites a transaction between the user and the provider for the requested goods/services, while also providing directions to the user from

a current location of the user to a destination location affiliated with the provider and capable of fulfilling the request.

80. The system of claim 79, wherein the user system further comprises:

a programming signal receiving unit which receives a programming signal transmitted by the programming transmission system, the programming signal containing an address identifying a provider of additional information related to a program in the programming signal;

a communications unit for establishing a communication link between the provider and the user;

a user interface device;

a Global Positioning System receiving unit for determining a current location of a user;

a MOTES interface device, which designates a user to a provider upon arrival of the user at a destination location affiliated with the provider; and

a processor for controlling the user system;

whereupon receipt of a user command selecting an indicator signal which identifies an address extracted from the programming signal, the processor establishes a communications link with the provider of additional information identified by the extracted address, obtains the additional information from the provider, and presents the additional information to the user, and upon a user indication of desire to procure a good/service related to the additional information and affiliated with the provider, the processor obtains a current location of the user via the GPS receiving unit and communicates such current location information and request to procure the good/service to the provider; whereupon receipt of a return

communications from the provider of a designation of a destination providing the requested good/service or alternatives thereof, the processor communicates the direction information to the user and, upon receipt of an acceptance by the user of the designation of a destination, communicate at least one user identifier to the provider; whereupon arrival of the user at the designated location the user is automatically identified to the provider via the MOTES interface device.

81. The system of claim 80, wherein the user identifier further comprises at least one identifier selected from the group consisting of: user identification information, payment information, location information, preferences, and delivery information.

82. The system of claim 80, wherein the MOTES interface device communicates user information automatically via a programming signal.

83. The system of claim 79, wherein the provider system further comprises:

a data processing center;

a location order processor;

a MOTES reader; and

a communications link between the data processing center and the location order processor.

84. The system of claim 83, wherein the data processing center, upon receiving a request for additional information from a user, accesses at least one database accessible via a network

connection, retrieves the additional information from the database, and communicates the additional information to the user system.

85. The system of claim 84, wherein the network is at least one selected from the group consisting of: the Internet, intranet, private network, public network, and a point-to-point network.

86. The system of claim 83, wherein the data processing center accesses information from an advertiser's server in determining which goods/services are available by a provider for providing to a user in an expedited manner.

87. The system of claim 83, wherein the location order processor and the data processing center are co-located.

88. The system of claim 83, wherein the MOTES reader further comprises a sensor which automatically detects a signal generated by a vehicle associated with the user, upon arrival of the vehicle at the destination.

89. The system of claim 83, wherein the communications link between the data processing center and the location order processor further comprises a network connection established via at least one selected from the group consisting of: Internet, intranet, private network, public network, and a point-to-point network.

90. The system of claim 79, wherein the programming transmission system further comprises at least one system selected from the group consisting of: broadcast television, broadcast radio, cable, satellite, wireless telecommunication link, Internet, private network, public network, and a wireless network.

91. The system of claim 79, wherein the programming signal further comprises at least one selected from the group consisting of: a radio program, a television program, an advertisement, a game show program, a sports program, a music program, a music video program, a news program, and a motion picture program.

92. The system of claim 79, wherein the position determination system utilizes position determinations determined via a system selected from the group consisting of: a GPS receiver, a differential GPS receiver, a street address, an intersection, a latitude and longitude, and a measurement of time, distance and direction from a known location.

93. The system of claim 79, wherein the communications system connecting the user system and the provider system further comprises a wireless communications link.

94. The system of claim 79, wherein the transaction processing system further comprises a MOTES processing system.

95. A method of expediting the provisioning of at least one good/service by a provider to a user in response to the reception of a programming signal containing an indication that additional information related to the programming signal is available, and upon an indication

by the user of a desire to purchase at least one good/service provided by the provider upon receiving directions from a current location of the user to a destination location associated with the provider, comprising:

receiving a programming signal;

receiving an indicator that additional information related to the programming signal is available;

communicating a request from a user for information to a provider, wherein the request contains an identification of a first location and an address received by the user in conjunction with a programming signal;

accessing the additional information upon user command, wherein the additional information includes an indication of at least one good/service available for procuring from the provider;

selecting at least one good/service provided by the provider;

identifying a destination associated with the address based upon the first location;

providing directions from the first location to the destination; and

communicating user identifiers to the destination, wherein the user identifiers are utilized to expedite the providing of the identified goods/services to the user upon arrival of the user at the destination.

96. The method of claim 95, wherein the programming signal is received via at least one communications medium selected from the group consisting of: cable, satellite, broadcast radio, broadcast television, Internet, intranet, private network, telecommunications system, wireless telecommunications network, public network, and a point-to- point network.

97. The method of claim 95, wherein the indicator is received as at least one of an audible, visual, and tactile signal.

98. The method of claim 95, wherein the method further comprises determining the first location of the user using at least one determination method selected from the group consisting of: GPS, differential GPS, an address, an intersection, latitude and longitude, and a measurement of time, distance and direction from a known location.

99. The method of claim 95, wherein the request for additional information is communicated via a wireless network.

100. The method of claim 95, wherein the request for additional information is communicated via an Internet connection.

101. The method of claim 95, wherein the step of selecting at least one good/service provided by the provider further comprises:

receiving an indication of a promoted good/service currently provided by the provider;

receiving a menu listing of at least one good/service provided by the provider;

selecting at least one of the promoted good/service and a good/service listed on the menu;

communicating the selection of the good/service to the provider; and

determining at least one location which provides the good/service and from which it is most convenient for the user to receive the good/service.

102. The method of claim 95, wherein the directions are provided in at least one form selected from the group consisting of: a map, indicator signals, audible, visual, and written.

103. The method of claim 95, wherein the user identifiers are communicated at the time of selection of a good/service by the user.

104. The method of claim 95, wherein the user identifiers are communicated upon arrival of the user at the destination.

105. The method of claim 95, wherein the user identifiers are communicated automatically.

106. The method of claim 95, wherein the user identifiers are communicated upon command from the user.

107. The method of claim 95, wherein the user identifiers are communicated via a MOTES system.

108. The method of claim 95, wherein the user identifiers are communicated via at least one selected from the group consisting of: the Internet, intranet, private network, public network, point-to-point network, wireless telecommunications link, and a wireless network.

109. The method of claim 95, wherein user identifier further comprises user payment information such that upon arrival of the user at the destination, payment for the goods/services is automatically accomplished.

110. The method of claim 95, wherein the step of identifying a destination associated with the address based upon the first location further comprises the steps of:

accessing a data file designated by the address;

determining the availability of the goods/services selected by the user;

determining an estimated waiting time for delivery of the goods/services; and

selecting from the data file a destination based upon the first location, the availability and the estimate waiting time;

whereupon arrival of the user at the destination, the goods/services are available for an expedited provisioning to the user.

111. The method of claim 110, wherein the data file further comprises an Internet site hosted by an Internet Service Provider.

112. A provider system for providing at least one good/service to a user, whereupon the goods/services selected by the user is related to a program associated with additional information, the program being received by a user system, such that directions to a destination location affiliated with the provider and the expedited delivery of the goods/services to the user upon arrival at the destination location is provided to the user upon receiving a command from the user to receive the additional information and acquire the related goods/services, comprising:

a location order processor, which receives a request from a user for a good/service related to a program received in a programming signal; and

a MOTES reader;

whereupon receiving a request from a user for the good/service, the location order processor instructs the destination location to prepare the order based upon an estimated time of arrival of the user at the destination and expedites at least one transactional requirements such that upon arrival of the user at the destination and detection of the user by the MOTES reader the goods/services are ready for expedited provisioning to the user.

113. The provider system of claim 112, wherein the request is received from a data processing center which receives the request from the user for the goods/services and the user's current location and determines which provider location is best capable of fulfilling the user's request.

114. The provider system of claim 112, wherein the MOTES reader detects the arrival of the user via an electromagnetic signal received from a vehicle utilized by the user.

115. The provider system of claim 112, wherein the MOTES reader detects the arrival of the user via a code received from the user upon arrival at the destination.

116. The provider system of claim 112, wherein the MOTES reader processes at least one transactional requirement automatically upon arrival of the user at the destination.

117. The provider system of claim 116, wherein the transactional requirement includes billing and payment information.

118. A data processing center comprising:

a communications device;

a data file access device; and

a data processor;

whereupon receiving from a user a designation of a first location, a designation of at least one good/service desired to be procured by the user, and an address via the communications device, the data processor directs the data file access device to retrieve a data file identified by the address which provides an identification of at least one destination capable of expeditiously providing the designated goods/services, determines at least one destination based upon the contents of the data file and the first location, returns a result of the determination via the communications device to the user, and upon acceptance of the result of the determination by the user automatically completes those transactional requirements necessary to expedite the delivery of goods/services to the user upon arrival at the destination.

119. The data processing center of claim 118, wherein the communications device facilitates the establishment of wireless communications links between the user and the data processor.

120. The data processing center of claim 118, wherein the data file access device establishes a communications link with an online information provider identified by the address and retrieves the data file from the online information provider.

121. The data processing center of claim 120, wherein the communications link further comprises a connection established utilizing at least one selected from the group consisting of: the Internet, a private network, a public network, and a dial-up connection.

122. The data processing center of claim 120, wherein the data processor further comprises a customer service representative and the data file access device further comprises a computer workstation, wherein the customer service representative, upon receiving from the user a designation of a first location, a desired good/service and an address, utilizes the computer workstation to retrieve an identification of at least one destination identified by the address in a data file as capable of expeditiously providing the requested good/service, and communicates the location of the destination to the user.

123. The data processing center of claim 122, wherein the customer service representative provides to the user directions from the first location to a destination.

124. The data processing center of claim 118, wherein the directions are communicated electronically to the user.

125. The data processing center of claim 118, wherein the data processor further comprises an automated data processing center which automatically receives requests and processes at least one transactional requirement necessary to expeditiously provide the goods/services to the user.

126. The data processing center of claim 125, wherein the automated data processing center further comprises a MOTES processing system.

127. A computer system for expediting the provisioning of at least one good/service to a user based upon a determination of a destination based upon a current location of the user and an address related to the good/service, the address being provided in conjunction with a programming signal, comprising:

a communications component that establishes communications connectivity between a user and the computer system, and the computer system and at least one online information provider;

an address processing component that determines which online information provider to contact based upon an address received from the user, establishes a connection with the online information provider via the communications component, and retrieves a listing of at least one destination associated with the online information provider;

a destination selection component that receives the listing of at least one destination from the address processing component and identifies at least one destination as a final destination;

a mapping component that receives the final destination and the current location, generates directions from the current location to the final destination, and provides a result of the direction generation to the communications component for communication to the user; and

a transaction expediting component that expedites the processing of at least one transactional component necessary to expeditiously provide at least one

good/service to the user at the destination in response to a request by the user for the good/service.

128. The computer system of claim 127, wherein the communications component controls the operation of a modem provided in the computer system.

129. The computer system of claim 127, wherein the address processing component further comprises a Web browser which establishes, via the communications component, connectivity between the computer system and at least one online information provider via a connection selected from the group consisting of: an Internet connection, a private network connection, a public network connection, and a dial-up connection.

130. The computer system of claim 127, wherein the destination selection component identifies a destination as the final destination based upon at least one parameter selected from the group consisting of: a commute time, a commute distance, and a recommended route between each of the destination and the current location.

131. The computer system of claim 127, wherein the transaction expediting component further comprises a MOTES system.

132. The computer system of claim 131, wherein the MOTES system processes information pertaining to the user selected from the group consisting of: payment information, user identification, user preferences, and delivery information.

133. A computer-readable medium including a program code, the program code including instructions for use in expediting the provisioning of at least one good/service based upon a determination of directions from a first location to a destination identified by an address received by a user in a programming signal, the address identifying a provider of additional information associated with the at least one good/service, wherein the program code comprises:

a data file of addresses;

a data file of destinations corresponding to the addresses;

a data file of at least one good/service associated with at least one of the destinations; and

a data file of at least one user identifier;

whereupon receiving the address and a user identifier, the provisioning of the at least one good/service can be expedited at the destinations retrieved from the data file.

134. The computer-readable medium of claim 133, wherein the medium is one selected from the group consisting of: a compact disc, a digital versatile disc, a hard disc drive, random access memory, read only memory, a portable non-volatile memory device, a continuously powered volatile memory device, an optical memory device, and a magnetic memory device.

135. A signal for transmitting information used to expedite the provisioning of at least one good/service associated with an address related to a programming signal, comprising:

a first portion identifying an address that a user received in conjunction with a programming signal;

a second portion identifying a first location;

a third portion identifying a destination; and

a fourth portion identifying at least one user identifier;

wherein the at least one user identifier is utilized to expedite the provisioning of at least one good/service related to the address and the destination.

136. The signal of claim 135, wherein the information is transmitted via a wireless telecommunications link.

137. The signal of claim 135, wherein the information is transmitted via a hard-wired connection.

138. The signal of claim 135, wherein the second portion further comprises a GPS based identification of a current location of the user.

139. The signal of claim 135, wherein the second portion further comprises an identification of a current location of the user based upon a location determined using one selected from the group consisting of: DME determinations, Loran measurements, 911 based measurements, intersection identification, landmark designations, street address designations, latitude and longitude measurements, and time, distance and direction calculations from a known location.

140. The signal of claim 135, wherein the first portion identifies an address associated with an online information provider accessible via a connection selected from the group consisting

of: an Internet connection, a private network connection, a public network connection, a direct hard-wired connection, and a dial-up connection.

141. A computer-readable data transmission medium utilized by a data processing center containing a data structure comprising:

a first portion identifying an address that a user received in conjunction with a programming signal;

a second portion identifying a first location;

a third portion identifying a destination; and

a fourth portion identifying at least one user identifier;

wherein the at least one user identifier is utilized to expedite the provisioning of at least one good/service related to the address and the destination.

142. The computer-readable data transmission medium of claim 141, wherein the second portion further comprises directions provided on a map.

143. The computer-readable data transmission medium of claim 141, wherein the second portion further comprises directions provided verbally.

144. The computer-readable data transmission medium of claim 141, wherein the second portion further comprises directions provided in a textual format.

145. The computer-readable data transmission medium of claim 141, wherein the data transmission medium is communicated from the data processing center to a user over a wireless communications link.

146. The computer-readable data transmission medium of claim 141, wherein the data transmission medium is generated by a local storage device located at the data processing center and is transmitted from the local storage device to a user.

147. A method in a computer system for communicating at least one user identifier for expediting the provisioning of at least one good/service to the user by a provider at a destination related to additional information identified to a user's system in an address transmitted in conjunction with a programming signal and received by the user's system, the method comprising:

receiving the address and a first location from the user's system;

identifying at least one good/service provided by the provider related to the address;

in response to receiving the address and a request from the user for at least one good/service:

establishing a communications connection with an online information provider associated with the address;

determining at least provider providing the at least one good/service requested by the user;

retrieving at least one destination provided by the online information provider;

in response to receiving the first location and the request for the at least one good/service;

determining which of the retrieved destination providing the requested good/service is closest to the first location; and

transmitting a result of the determination to the user's system;

wherein the result identifies a destination providing the requested at least one good/service to the user on an expedited basis.

148. The method of claim 147, wherein the method further comprises the steps of transmitting each destination provided by the online information provider to the user's system.

149. The method of claim 147, wherein the step of determining which of the retrieved destination is closest to the first location is determined based upon at least one variable selected from the group consisting of: commute time, commute distance, and preferred route.

150. The method of claim 147, wherein the first location is based upon a location measurement accomplished using at least one selected from the group consisting of: GPS measurements, DME determinations, Loran measurements, 911 based measurements, an intersection identification, landmark designations, street address designations, latitude and longitude measurements, and time, distance and direction calculations from a known location.

151. A user interface providing an interface between a user and an access system, wherein the access system receives an address transmitted in conjunction with a programming signal and a first location, provides to the user an indication of a destination associated with the address based upon the first location the user interface, and expedites at least one

transactional element needed to acquire at least one good/service by the user at the destination; comprising:

a user input device; and

a user output device;

whereuin the user input device enables a user to request additional information related to an address extracted by the access system from a programming signal and the user output device enables the user to receive the additional information.

152. The user interface of claim 151, wherein the user input device is selected from the group consisting of: a keyboard, a pushbutton, a computing device, microphone, voice recognition system, and a mouse.

153. The user interface of claim 151, wherein the user output device is selected from the group consisting of: a flat screen display, LED display, printer, map generating device, television monitor, audio presentation and reception device, heads-up display, and a visual indicator.

154. A method expediting a provisioning of goods/services to a user in response to a user request to receive the goods/services associated with a provider of such goods/services, wherein an indication of that additional information relating to the provider is provided in a programming signal received by the user, comprising:

receiving additional information in which a user has indicated an interest, wherein the additional information relates to an address related to a program provided in a programming signal;

presenting the additional information to the user;

receiving a selection by the user of at least one good/service provided by a provider related to the additional information;

accessing an identifier for the user;

communicating the selection and the indentifier to the provider;

receiving an identification of a destination location associated with the provider;

providing an identification of the destination location to the user; and

expediting the procuring of the goods/services by the user at the destination location via a MOTES system.

155. The method of claim 154, wherein the additional information is received upon the user indicating an interest in an address related to the program and the method further comprises the steps of:

receiving the programming signal;

receiving an address related to a program provided in the programming signal;

generating an indication to the user that the additional information is available;

receiving a command from the user to obtain the additional information; and

establishing a communications link with the provider of the additional information.

156. The method of claim 155, wherein the address is embedded in the programming signal and the method further comprises extracting the address from the programming signal.

157. The method of claim 154, wherein the method further comprises the step of determining a current location of the user.

158. The method of claim 157, wherein the step of determining a current location of the user is based upon GPS signals.

159. The method of claim 154, wherein the MOTES system enables the user's identity and payment information to be automatically determined upon arrival of the user at the destination location.

160. The method of claim 154, wherein the MOTES system enables the user's identity and payment information to be automatically determined prior to arrival of the user at the destination location.

161. The method of claim 154, wherein the MOTES system enables the user's identity and payment information to be automatically determined after arrival of the user at the destination location.

162. A computer readable medium containing instructions for expediting the provisioning of goods/services to a user by a location related to an address provided in a programming signal, in response to a user request to receive such goods/services upon receiving an indication in the programming signal that the additional information pertaining to such goods/services are available, by:

receiving additional information in which a user has indicated an interest, wherein the additional information relates to an address related to a program provided in a programming signal;

presenting the additional information to the user;

receiving a selection by the user of at least one good/service provided by a provider related to the additional information;

accessing an identifier for the user;

communicating the selection and the identifier to the provider;

receiving an identification of a destination location associated with the address from the provider;

providing an identification of the destination location to the user; and

expediting the procuring of the goods/services by the user at the destination location via a MOTES system.

163. The method of claim 162, wherein the additional information is received upon the user indicating an interest in an address related to the program and the method further comprises the steps of:

receiving the programming signal;

receiving an address related to a program provided in the programming signal;

generating an indication to the user that the additional information is available;

receiving a command from the user to obtain the additional information; and

establishing a communications link with the provider of the additional information.

164. The method of claim 163, wherein the address is embedded in the programming signal and the method further comprises extracting the address from the programming signal.

165. The method of claim 162, wherein the method further comprises the step of determining a current location of the user.

166. The method of claim 165, wherein the step of determining a current location of the user is based upon GPS signals.

167. The method of claim 162, wherein the MOTES system enables the user's identity and payment information to be automatically determined upon arrival of the user at the destination location.

168. The method of claim 162, wherein the MOTES system enables the user's identity and payment information to be automatically determined prior to arrival of the user at the destination location.

169. The method of claim 162, wherein the MOTES system enables the user's identity and payment information to be automatically determined after arrival of the user at the destination location.

170. A system for providing goods/services at a destination location to a user on an expedited basis upon reception of a programming signal and an address identifying additional information related to a program in the programming signal, comprising:

a user system;

a provider system;

a programming transmission system;

a communications system connecting the user system with the provider system; and

a transaction processing system;

whereupon receipt of a programming signal containing a program, an address identifying a provider of additional information related to the program, and a command to retrieve the additional information by a user, the user system establishes a communications link with the provider system, obtains the additional information , presents the additional information to the user and upon a further request by the user to acquire goods/services provided by a provider affiliated with the provider system accesses the transaction processing system and expedites a transaction between the user and the provider for the requested goods/services.

171. A method for expediting the provisioning of at least one good/service by a provider to a user in response to the reception of a programming signal containing an indication that additional information related to the programming signal is available, and upon an indication by the user of a desire to purchase at least one good/service provided by the provider upon receiving an indication of a destination location associated with the provider, comprising:

receiving a programming signal;

receiving an indicator that additional information related to the programming signal is available;

communicating a request from a user for information to a provider, wherein the request contains an address received by the user in conjunction with the programming signal;

accessing the additional information, wherein the additional information includes an indication of at least one good/service available for procuring from the provider;

selecting at least one good/service provided by the provider;

identifying a destination at which at least one selected good/service may be obtained; and

communicating user identifiers to the destination, wherein the user identifiers are utilized to expedite the providing of the identified good/service to the user.

172. The method of claim 171, wherein the user identifiers are communicated via a MOTES system.

173. The method of claim 171, wherein the step of selecting at least one good/service provided by the provider further comprises:

receiving an indication of a promoted good/service provided by the provider;

receiving a menu listing of at least one good/service provided by the provider;

selecting at least one of the promoted good/service and a good/service listed on the menu; and

communicating the selection of the good/service to the provider.

174. A computer system for expediting the provisioning of at least one good/service to a user based upon an address related to teh good/service, the address being provided in conjunction with a programming signal, comprising:

a communications component that establishes communications connectivity between a user and a computer system, and the computer system and at least one online information provider;

an address processing component that determines which online information provider to contact based upon an address received from the user, establishes a connection with the online information provider via the communications component, and retrieves a listing of at least good/service associated with the online information provider;

a transaction expediting component that expedites the processing of at least one transactional component necessary to expeditiously provide at least one good/service to the user upon user request.

175. The computer system of claim 174, wherein the transaction expediting component further comprises a MOTES system.

176. The computer system of claim 175, wherein the MOTES system processes information pertaining to the user selected from the group consisting of: payment information, user identification, user preferences, and delivery information.

177. A system utilized to provide a good/service to a user based upon the reception of an address in a programming signal, wherein the address identifies the good/service and a destination at which the good/service may be obtained, comprising:

an access system which receives and processes a user request to receive a good/service related to an address extracted from a programming signal presented to the user; and

a user identifier communicating system, in communication with the access system, which communicates at least one user identifier to a receiving system located at a destination identified by the access system as providing the requested good/service;

whereupon arrival of the user at the destination the good/service is expeditiously provided to the user.

178. The system of claim 177 wherein the user identifier communicating system utilizes a MOTES system.

179. The system of claim 177, wherein the system further comprises a location determination system which determines a location of the access system and provides location information utilized to determine directions from the location of the access system to the destination.

180. The system of claim 177, wherein the location determination system utilizes GPS signals to determine the location of the access system on a real-time basis.